

City College News

GEORGE BROWN COLLEGE

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Student "earns" over \$283,000 in Bay Street game

Give Randy Lee a lot of money and a little time and what do you get in return? A whole lot more money.

That's what the George Brown Business graduate proved this spring in a nation-wide student investment game.

In four months, Lee parlayed an imaginary \$500,000 into more than \$783,000 by carefully buying and selling stocks.

His performance was good enough to earn him seventh place in the GreenLine Investment Challenge, which involved more than 1,200 students from 110 universities and colleges across the country.

Lee, a member of the first graduating class of the College's new, one-year Investment Sales Assistant program, earned his fictitious fortune with a few carefully planned moves.

He initially invested heavily in undervalued Rodgers Communications stock, then tried to predict the movement of the Toronto Stock Exchange through an index of its top 35 stocks.

"I bet that it would go up twice, and it did, and I bet that it would go down once, and it did. That's how I made most of my money."

Lee's performance with the make-believe half million was being closely watched by the manager of the Richardson-Greenshields office in Woodstock, where Lee is now working as an account executive.

"He'd say, 'I hope you can do that in our branch.'"

Lee wasn't the only George Brown student to display investment acumen. One of his classmates, Lorne Demerse, came out of the contest in 25th spot, earning just under \$104,000 on top of the original \$500,000.

The contest simulated real-life investment conditions, with participants calling in buy and sell orders to a game office which operated during the hours of the four Canadian stock exchanges.



CAN YOU DIG IT? - Three-year-old Evan Nolan takes a shovel full of sand to signify the start of work on the day-care centre at Nightingale Campus. Nolan was one of several children from the Learning Centre who helped officials from the College, the Michener Institute, the Toronto Hospital and Mount Sinai Hospital at a groundbreaking ceremony in early May. Foundation work on the two-storey building has started and construction is expected to be completed this fall.

Staff 'advisors' help cut attrition

They register, come to classes for a few weeks or months, and then one day they just disappear. Few people even notice they're gone.

They're qualified, full-time students who run into academic, financial or personal problems at George Brown and then quietly drop out.

Many of these students don't have to leave. They can easily be kept in class and can successfully complete their program, says counsellor Frankie Chernin.

All it could take is a friendly meeting with a staff advisor who could direct them to the people at George Brown who could help them, she says.

First-year Technology student Tracy Mason agrees.

"Starting college can be a pretty scary experience for a lot of people. If a faculty member makes the first step to make contact, you feel a lot better in approaching them with any questions

or problems you may be having."

As Student Success Co-ordinator, Chernin is encouraging academic departments across the College to develop staff advisor programs.

Staff advisor or mentoring programs are already in place in George Brown's Nursing, General Arts and Science and several Community Services programs.

Experience of staff in those programs, as well as research from other colleges and universities, shows that staff advisors keep students in class who would otherwise drop out.

"It clearly makes a difference," says Chernin.

While student attrition at George Brown is less than the college system average, almost half of the students who start a program do not graduate.

At minimum, says Chernin, every student should meet with a staff advisor in the first week of classes — Continued on page 3.



Exploring ties with universities

Every year, roughly two dozen graduates of our diploma programs decide to go directly to university – and many more follow them later with full- or part-time studies. Every fall, more than 10 per cent of our new students come to George Brown after spending some time in university, and one in 20 has earned a degree.

These students form a human link between George Brown and the degree-granting institutions around us that clearly indicates the need for stronger and more formal ties.

College staff in several divisions have responded to the desire of many of our students to continue their education by developing formal links with universities. George Brown students in areas such as Community Services, Printing Technology and General Arts and Science already have the option of obtaining credit for their college studies towards a degree. Staff of our School of Business are currently working with York University on a similar arrangement.

A study of relations between colleges and universities in Ontario for Vision 2000 suggests that opportunities for our students to go on and earn university degrees are currently unnecessarily limited. It advocates the establishment of a provincial committee to encourage and strengthen links that will allow both diploma and degree students more flexibility in pursuing their educational goals.

If our experience at George Brown is any indication, these formal arrangements are long overdue. Some of our students, through their own initiative, are already bridging the gaps that can exist between our two types of post-secondary institutions. We must do what we can to make the transition from college to university – or vice versa – an easy one.

D. E. Light

Governor is Woman of Distinction

A member of George Brown's Board of Governors has been named one of Toronto's Women of Distinction.

Accountant and community organizer Carmencita Hernandez, who joined the College's Board in January, is one of six women to be given the honour this year by the Metro Toronto YWCA.

As a Woman of Distinction she joins other successful and influential women such as June Callwood, Margaret Atwood and Chaviva Hosek.

Hernandez, who is a deputy accountant in the Ontario Ministry of the Attorney General, was nominated for the award for her work with women who, like herself, are immigrants to Canada.

As chairperson and co-founder of the Coalition of Visible Minority Women, she strives to eliminate prejudice and improve economic and social prospects for women who have come here from all over the world – a process that can include college-level education.

"Each year thousands of immigrants arrive in Canada. Many have degrees or professional accreditation from their homeland, but are unable to continue their careers in Canada without further education," Hernandez says.

"Colleges play a critical role in providing language and career training programs so that these valuable skills can be properly utilized, and new Canadians can assimilate into their new life in the community."

Hernandez points to the success of a special pilot project sponsored by the Coalition that enabled 30 immigrant or



Board member Carmencita Hernandez has been named a Woman of Distinction.

visible minority women to be admitted to the Refresher-Upgrading Nursing program at George Brown.

Hernandez, who left her native home in the Philippines 23 years ago, understands the challenges faced by many new Canadians. After completing an MBA in the Philippines, she travelled to the United States to study for a Masters of Science degree.

She has worked for the Ontario Government since her arrival in Toronto in 1974.

Hernandez says visible minority women are subject to subtle forms of prejudice in the corporate world that often prevents them from striving for higher positions to avoid feelings of rejection.

As a strong advocate for employment and pay equity, she hopes to continue to be a facilitator for ongoing equity measures at the College.

Strike surplus is set at \$594,405

George Brown will have some extra money to spend on new equipment and building maintenance this year as a result of last fall's faculty strike.

The Ministry of Colleges and Universities has given the College \$594,405 as its share of a province-wide surplus from the strike.

According to the Ministry, colleges across Ontario saved \$35.6 million in unpaid wages during the three-week strike. Collectively, they lost revenue of \$11.6 million and had strike-related expenses of \$16.4 million. The difference between the wage savings and costs was a surplus of \$7.6 million.

After requests from College presidents and the Ontario Public Service Employees Union, the Ministry decided to return that money to colleges for buying equipment and maintaining facilities, according to George Brown Vice-President Jim Turner.

"It was an act of goodwill," he says.

Any surplus that resulted from the strike in 1984 was kept by the Ministry.

College administration has yet to decide exactly how to spend the money, though \$35,000 has been earmarked for a new ventilation system for a welding lab.

Events

Until June 1 - Jewellery Arts graduating class show. Kensington Silver Studio, 502 Queen St. W. For information call 867-2383

May 22 to 25 - *Campus Pride Week*. For information call your campus manager's office.

May 26 - *Fifth Annual Staff Picnic*, 10 a.m. to mid-afternoon, Olympic Island (near Centre Island). Features this year include field events, and a hot dog and hamburger barbeque. Parking is available at George Brown's Cherry Street location, with shuttle buses to the Toronto Islands ferry on Queen's Quay. Tickets: \$6 for adults and \$3 for children under 10 years old. Tickets include lunch and all events. Register at your campus manager's office. For information call Roberta Weaver at 944-4387.

May 31 - *Mentoring: An Alternative to Student Attrition*. Wine and cheese reception for all staff and faculty featuring videos and panel discussions with current mentors and students who have had mentors. Casa Loma Campus, 160 Kendal Ave., Staff Lounge, 1 p.m. Sponsored by the Student Success Taskforce. (See story on page 1.)

- *Teaching English as a Second Language Conference*, for staff who deal with non-native speakers of English. 8:30 a.m. to 4:30 p.m., Building 3, Kensington Campus. For information call Irene McKay or Doug Jull at 867-2423.

June 5 - Board of Governors meeting, 5 p.m., Boardroom, 500 MacPherson. All welcome. For information call Pat Smith at 944-4473

June 14 - College Council meeting, 8:45 a.m., Room 310, School of Hospitality building, St. James Campus.

June 24-28 - George Brown co-hosts the *American Society for Engineering Education Annual Conference*, along with Ryerson Polytechnic and the University of Toronto. More than 3,000 people are expected to attend. For more information call Ellen De Boer at 944-4589.



Photo: Neil McGillivray

SPRING FASHION - Second-year Creative Fashion student Salina Ng wears a bottle-green cocktail dress in the annual spring fashion show at Kensington in early May. The dress, designed and made by first-year student Judy Moore, features tapestry printed panels and coins around the hem.

The fashion show was the centrepiece for a day-long Fashion Division open house, called *Avenues to Fashion*, that attracted more than 2,500 visitors to the College.

Most of those were students from more than 20 secondary schools who came from as far away as Niagara Falls and Stratford for the annual event.

Other attractions included hairstyling, ceramic production and pot throwing, fashion illustration, and computer-aided garment design demonstrations, as well as jewellery and furniture displays.

Advisors can help students stay in class

Continued from page 1.

either individually or in groups of up to ten students.

A group meeting has the bonus of encouraging social interaction among students.

"At least the student will get to know one faculty member and meet nine other people," says Chernin.

Students and their advisors would meet again after the initial orientation period.

This type of arrangement has the backing of the College's Student Success Taskforce, created a year ago after a recommendation by the Remedial and Preparatory Education Committee of College Council.

The Taskforce, which is chaired by Access Division Dean Terry Dance, includes more than 18 staff, faculty and administrative members, and aims to have a representative from each division by the fall of 1990. Its mandate includes issues relating to

student success at the College, including: information collection and evaluation, mentoring projects, and communication of student success goals and activities.

The Taskforce will call attention to the need for staff advisor programs at a College-wide staff reception on May 31 (see events listing on this page) with the presentation of videotaped interviews with students, including Tracy Mason.

The video, called *Students Feel*, depicts highlights from two focus-group interviews with several post-secondary and short-program students.

"These focus groups provided us an opportunity to find out what the students want, how they feel, and what kind of mentoring/faculty advisor model we should develop to meet their needs," says Chernin.

There will be a follow-up training session in June for staff advisors.

Names in the News

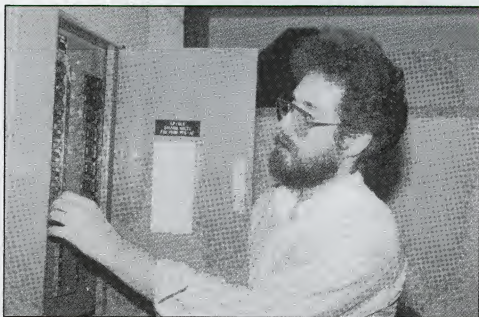


Photo: Tina Kirby

ST. JAMES SAFETY AUDIT - Second-year Community Services student Murray Kilgour inspects a fuse box during a safety audit at St. James in early May. The unlocked box, located in a public corridor, poses a danger because it allows people to turn off lights for part of the campus. The audit, which was led by Connie Gooberman of the Metro Action Committee on Public Violence against Women and Children, was a pilot for a College-wide audit to be held in the fall.

Early Childhood Education part-time studies Co-ordinator Pam Doyle-Easton and teacher Noel Young were interviewed on a TV Ontario series called *ChildCare: Your Choice*. The six-week series, hosted by Roy Bonisteel, started on May 9. If you didn't catch it first time round on Wednesday evenings at 7:30 p.m., it will be repeated starting June 19, July 26 and Aug. 4.

College Communications Manager Jill Holroyd could have saved some shoe leather by staying on the stage when they gave out college publication awards at a conference in Ottawa in early May. She had to go back and forth five times to receive Trillium awards. George Brown won Awards of Excellence for its continuing education calendar and the brochure it mails to applicants; and Awards of Merit for its full-time calendar and continuing education students newsletter. It also walked away with the Best of Show award. The Trillium Awards, which are judged by industry professionals, are presented annually by the College Committee on Public Affairs of the Association of Colleges of Applied Arts and Technology of Ontario. This year, 18 colleges had 84 award entries and 23 awards were presented.

Staff of the Printing Technology Department attended a memorial service in early May for teacher Don Forsyth, who died recently as a result of an accident at his home in Orangeville. Forsyth took early retirement last year after 19 years with George Brown, but continued to teach on a sessional basis in the machine printing area. "He was a dear friend and colleague," says department Chairperson Leo Suokas. Forsyth is survived by his wife Helen, son Fraser and daughters Kathy and Allison.

Next time you get winded running for the bus, think about Tim Klassen of the Staff Training and Development Office. He recently ran his first Boston

Marathon with a time of three hours and 40 minutes. But that's not fast for Klassen. In early May he ran the Ottawa Marathon - admittedly on a flatter and easier course - in three hours and 25 minutes.

The Printing Technology Department celebrated the 20th anniversary of its founding in 1970 with a gala dinner at Plumer's in mid-May. More than 180 people attended, including graduates from as far back as 1972, and as far away as Ottawa and New Brunswick. Other graduates, who couldn't attend, were tracked down in California and Florida. Guest speaker was motivation expert Buddy Burge.

The Human Resources Department reports the following staff changes:

New support staff include: **Daniel Devitta**, Henryk Gozdzik and Seymour Stewart in the Caretaking Department at St. James; **Belina Escalona** in Student Services at Casa Loma; **Patricia Pezza** and **Deborah Williams** in the Registrar's Office; and **Stephanie Scott** in the Scotia Tower Day-Care Centre.

Administrative appointments include **Anne Judge**, formerly a counsellor in the Job Start program at Casa Loma, who has been appointed manager of that program, which is now called Focus on Employment.

Internal transfers include: **Kathy Daigle**, who has been promoted from secretary in the Futures program at St. James to Manager of Office Systems in the Academic Skills Development Department in the Access Division at Casa Loma; **Karin Hayes**, who moved from the Waterpark Place Day-Care Centre to the Fashion District Day-Care Centre; **Lisa Michaels**, who joined the Ontario Skills Development Office from the Communications Department; **Owen Pearce**, who has returned to the Printing Technology Department after a secondment to the Staff Training and Development Office; **Eugenio Puntillo**, who moved from a position in the Caretaking Department at St. James to one in campus management at Casa Loma; and **Michael Trudell**, who has moved from the Futures program at St. James to Health Sciences at Nightingale.

Leaving the College are: **Fernanda Filipe**, **Susan Hunter**, **Lorraine Mazzocato**, **Usha Nair**, **Anne Smith**, and **Robert Zimmer**.

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